WESTLOCK MARKET SURVEY

1988

Town of Westlock
Economic Development Committee
June, 1988

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ACKNOWLEDGEMENTS

The Westlock Market Survey - 1988 was undertaken at the initiative of the Town of Westlock Economic Development Committee with the support of Town Council and the Westlock and District Chamber of Commerce.

The questionnaire was designed by Bob Sank, Grant MacEwan C mmunity College student, with input from: Marjorie Ducharme, E.D.C. Chairman; Ron Campbell, Town Manager; Millard Evans, Applied Research Program Head, Grant MacEwan Community College; Ernie Polowy, Alberta Economic Development and Trade; and Al McCully, Alberta Municipal Affairs.

The telephone interviews were conducted by: Cheryl Stanley, Darcy Nielson, and Cheryl Balaschak of the Town, and Brady Harrison, Alberta Municipal Affairs. Office space and telephones were provided by the Town. Bob Sank, with advice from Millard Evans, coded and entered the data, ran cross-tabulations, analyzed the results and drafted the report. The Planning Branch, Alberta Municipal Affairs produced the final report. Ann McIntosh prepared the graphics and Verle House typed the document. The project was coordinated by Al McCully.

The many residents of the Westlock trade area who took the time to participate in the survey are gratefully acknowledged.

EXECUTIVE SUMMARY

PURPOSE

The purpose of conducting the Westlock Market Survey - 1988 was to provide information to the Westlock business community concerning:

1. a profile of the average household in the Westlock trade area;
2. where people in the Westlock trade area obtain goods and services;
3. reasons for obtaining goods and services at locations other than Westlock;
4. the frequency of shopping trips to Edmonton, when the trips are made, and whether the number of trips varies according to demographic variables;
5. how shopping comparisons are made; and
6. goods and services needed in the Town of Westlock.

Four hundred and two surveys were completed by telephone interview between February 11 and 18, 1988. The numbers were selected from approximately 6,500 residential numbers listed in the Westlock trade area telephone directories.

CONCLUSIONS

1. The market area served by Westlock businesses and agencies may not be as large as the previous Westlock Shopper Survey - 1984 indicated. Households closer to Barrhead in the west and Slave Lake in the north do not obtain most of their goods/services from Westlock.

2. The average household in the survey area has 3 residents. The age group 40-64 years is present in the largest number of households (49%), while the second largest group is the 30-39 year category which is present in 33% of the households. Over half the households (51%) had at least one child. The average number of children in households with children is two. Forty-five percent of the households have one person employed full time, and 26% have two persons employed full time. Over one third of the households have annual income exceeding $30,000 and 14% report incomes of over $50,000. The largest single employment location for those working full time is Westlock at 35%. Surprisingly, 9% of the respondents are employed in Edmonton.

3. The majority of the 28 goods and services covered in the survey are obtained in Westlock. This holds true for both residents of Westlock and residents of the outlying areas, with a somewhat higher proportion of Westlock residents obtaining goods and services in the Town. The patronage levels by surveyed households in Westlock for goods/services provided by Westlock businesses and agencies is very high, ranging from a low of 62% for furniture, to a high of 100% for banking and groceries (under $50). Moreover, of the 28 goods/services itemized, Westlock householders obtain over 80% of their purchases in all categories excepting four (vehicles, major appliances, entertainment and furniture). When percentages of goods/services obtained in Westlock by Westlock households are compared with those obtained by households outside Westlock, the spread ranges considerably from highs such as: library (99% vs. 50%), groceries less than $50 (93% vs. 50%), banking (100% vs. 62%), to smaller differentials for services such as entertainment (68% vs. 54%).

4. Percentage of households outside Westlock obtaining goods and services in Westlock varies from a low of 34% for furniture to a high of 77% for restaurants. Purchases of each of the other 26 goods/services exceeded 50%.

5. Purchases of clothing for men, women, and children and shoes tends to be split between Edmonton and Westlock. Many households indicate more than one location for these items.

6. For major purchases such as furniture, appliances, and vehicles, the most frequently mentioned location other than Westlock is Edmonton. This is also true for entertainment and professional services (doctor, dentist, lawyer, insurance). Other frequently mentioned locations are: Barrhead, Thorhild, and Legal.

7. Reasons for obtaining goods and services outside Westlock vary according to the location. For items which Edmonton is the highest competing centre, the main reasons are: lower prices, and greater variety and selection of goods. For the professional services obtained in Edmonton, the reasons have to do with quality of service and confidence in the professional from past dealings. For other goods and services the main reason for not obtaining them in Westlock is that the item is available at a location closer to their home.

8. Westlock is the major location for farmers needing machinery, parts and service, and feed and seed. Livestock, grain elevator service and fertilizers are obtained in Westlock by less than half the farmers using them. Grain elevator service, and fertilizers are generally obtained somewhere closer to the farm, and livestock are usually purchased in Clyde.

9. The average number of shopping trips to Edmonton each month is 2.0. This varies somewhat by the type of household. As the number of people in the household increases, the number of trips to Edmonton increases. Households with children make more trips than those without, and as the age of residents increases the number of trips tends to decrease. Households with all residents 65 years of age or older average less than one shopping trip to Edmonton per month.

10. Householders reporting annual incomes of more than $30,000 make from 2.9 to 3.2 monthly shopping trips to Edmonton, whereas households making less than $30,000 make only 0.5 to 1.9 monthly trips. Therefore, upper income householders may shop in Edmonton up to six times more frequently per month than lower income householders.

11. There was no particular day of the week that people tend to shop in Edmonton. About half the households indicate that any day between Monday and Saturday is when they typically shop in Edmonton. One third of the households also shop in Edmonton on Sundays.

12. The time of day trips most trips to Edmonton included is morning (79%). The proportion of households whose trips include the afternoon is less (58%), and even fewer include the evening (37%). (Note: respondents frequently said they visit Edmonton at more than one time of day, e.g. morning and afternoon, resulting in total percentages exceeding 100%.)

13. Households outside the immediate Westlock area average about 6 trips to Westlock each month for shopping. This varies according to where the people live. In general, households in the M.D. of Westlock average between 9 and 10 trips per month, and households outside the M.D. average 3 to 5 shopping trips to Westlock per month.

14. The most frequently used media for making shopping comparisons are newspapers and flyers. The newspapers used most often to make comparisons are the Westlock News, and the Westlock Hub.

15. There is a wide variety of goods and services mentioned as being needed in the Town of Westlock. Frequent suggestions included: a recreation centre (15%), an indoor swimming pool (10%), clothing at moderate prices with a better selection of styles and sizes, and shoes of better quality and selection of styles. About one fifth of those who responded said they are satisfied with the town as it is.

16. Comparisons between the Westlock Market Survey - 1988 and the previous Westlock Shopper Survey - 1984 can be made, however, caution should be exercised in making direct comparisons because of differences in: methodology, sample size, area of coverage and list of goods/services between the two surveys. Westlock's market share appears to have increased for the following items over the last four years: shoes (54% to 67%); restaurants (61% to 82%); women's, men's and children's clothing (57% to 68%, 69% and 70% respectively).

17. On the other hand, market share of many other goods/services appears to have decreased, some of which include: banking (97% to 74%); laundry and drycleaning (97% to 77%); beauty salons/barbers (90% to 72%); insurance (86% to 69%); drugs, toiletries and cosmetics (94% to 78%); veterinary services (96% to 80%); and vehicles (72% to 60%). Because annual retail and service trade statistics for smaller municipalities have not been collected by Alberta Bureau of Statistics since 1985, the above trends are difficult to verify.

RECOMMENDATIONS

1. Marketing strategies undertaken by businesses and agencies should focus on: growing population segments, changing lifestyles, specific geographic areas, specific goods/services, and pricing mechanisms.

2. Nationally, over the next decade, the 50 years and over age group is expected to grow three times faster than the population as a whole. This group controls 42% of all consumer demands, 51% of all discretionary spending, and 72% of Canada's net worth. Perhaps this market segment should receive more targeting in the Westlock area as nearly 30% of the Town and M.D. of Westlock's combined population is 50 years and older. Similarly, since households with annual incomes exceeding $30,000 and those with several children make significantly more monthly shopping trips to Edmonton, these segments should also be targeted.

3. Since Westlock businesses and agencies capture most of the purchases from Westlock households, this high overall retention level should be maintained and efforts made to expand purchases of: vehicles, entertainment, major appliances, and furniture. These same four items are purchased in lower percentages by households outside Westlock. Although pricing and marketing for these items is very competitive, small increases in volumes could result in significant increases in total sales for the Town.

4. Opportunities exist in raising the percentage of goods/services obtained in Westlock by households outside the Town through more effective marketing, competitive pricing and selection of goods/services. This could involve: (i) stemming or reducing the "leakage" of retail and service trade dollars to Edmonton; and (ii) expanding the trade area and market share to the north and west of Westlock as Westlock is strategically located on major highway routes linking Edmonton with northwestern Alberta.

5. Although retention levels for major farm operation expenditures such as machinery parts/service (80%), farm machinery (73%) and seed (69%) are high, significant portions are being expended in competing centres such as: Barrhead, Morinville, Athabasca and Thorhild. Because of the high value of agri-business purchases, small increases of these expenditures in Westlock could also result in substantial increases in retail and service trade volumes.

6. A relatively untapped market for Westlock businesses and agencies is the Edmonton metropolitan area with its population of over 750,000 people. Opportunities exist for individual operations and groups of businesses to attract customers from Edmonton through effective marketing.

7. One of the main reasons' respondents residing outside Westlock gave for obtaining goods and services elsewhere was that other centres are "closer". There may be opportunity with selected goods/services such as: insurance, bookkeeping/accounting, banking, contractors, laundry/drycleaning, lawyer, vehicles, veterinarian, etc. to overcome the real or apparent barrier of "closer" or "location" by taking the service to the customer, rather than waiting for the customer to come to Westlock.

8. Businesses, public sector agencies, Chamber of Commerce, Community Futures staff and the Economic Development Committee should use the data provided in this report (and possibly do additional cross-tabulations) to increase Westlock's market area and market share. All Westlock businesses and public sector agencies should develop and maintain an up-to-date marketing plan or strategy.

9. The market survey should be repeated in 1991 or earlier using a similar methodology. It should focus on: (i) evaluating or monitoring initiatives undertaken since 1988; and (ii) the goods/services and geographic areas where increases in market share are desirable. Efforts should be made to determine how Westlock could attract a higher percentage of the retail and service trade business from the outlying areas, as well as identifying "niches" or opportunities to serve the Edmonton metropolitan market. The next survey should, in its list of goods and services, include: florist, travel agency, and combine hardware with home improvement supplies.

WESTLOCK MARKET SURVEY - 1988

1. INTRODUCTION

In February, 1988 the Westlock Economic Development Committee commenced a survey to determine the shopping patterns of households in the Westlock trade area. The specific objectives of the study were:

(1) to determine where people in the Westlock trade area obtain goods and services;

(2) to develop a market area household profile, specifically information concerning residents' ages, number of residents, employment and income;

(3) to determine the reasons for obtaining certain goods and services at locations other than Westlock; and

(4) to obtain information on how shopping comparisons are made;

(5) to determine how often, and when households shop in Edmonton, and if these differ by demographic variables; and

(6) to identify goods and services needed in Westlock.

Information was sought about methods used to make shopping comparisons, and opinions regarding goods and services needed in the Town of Westlock.

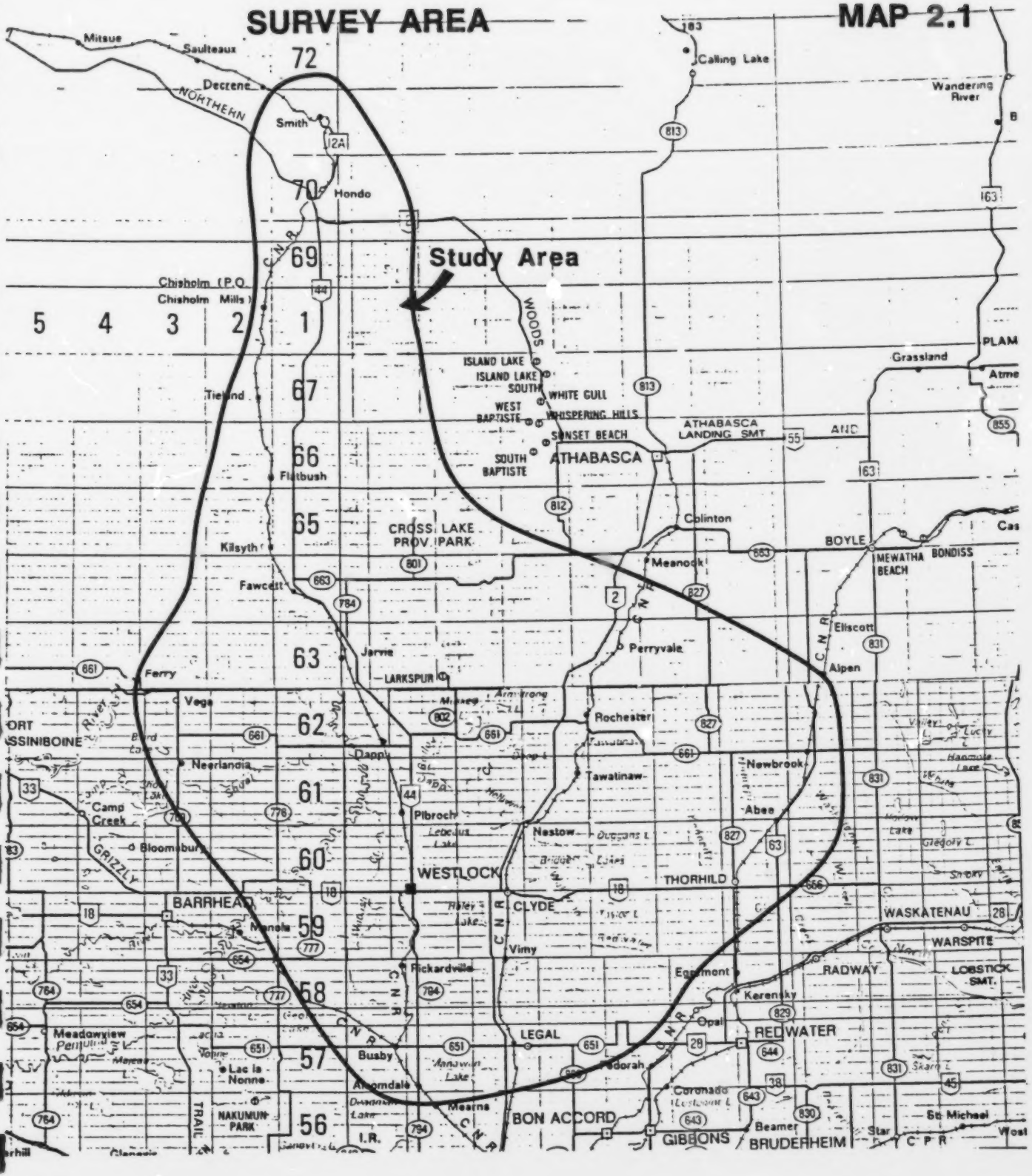
Results of this survey will enable the business community of Westlock to better identify their trade area and competing centers. The study will also show areas where improvements may be necessary, and identifies new business possibilities.

2. METHODOLOGY

The Westlock Market Survey was conducted by telephone from February 11 through February 18, 1988. Interviewing was conducted at various times throughout the day. Over 37 hours of phoning by four interviewers resulted in 398 completed surveys, and four partially completed.

In advance of the interviewing it was decided that a sample size of 400 would be needed. The sample size was based on a desire to obtain results that would be representative of the area covered (MAP 2.1) within plus or minus 5%. A systematic random design was employed to draw the sample from approximately 6,500 residential phones listed in the Westlock trade area telephone directories. Each phone exchange was sampled according to its proportion of the total number of residential phones.

SURVEY AREA — MAP 2.1



SOURCE: Town of Westlock Economic Development Committee, Westlock Market Survey – 1988.

TABLE 2.1 shows desired number of interviews from each phone exchange, and actual number of surveys completed. The Thorhild and Legal exchanges were undersampled. Interviewers indicated that many respondents from these areas refused because they could not see the survey as being relevant to them. The Westlock exchange was over sampled, approximately 50% of all completed interviews versus 45% as desired.

TABLE 2.1
SAMPLE SIZE AND RESPONSE RATE BY PHONE EXCHANGE

	Residential Phones			Completed Interviews	
Phone Exchange	Number	Percentage	Desired Sample	Number	Percentage
Westlock	2867	45%	180	199	50%
Legal	793	12%	48	34	8%
Thorhild	676	11%	44	34	8%
Jarvie	566	9%	36	35	9%
Clyde	459	7%	28	32	8%
Rochester	373	6%	24	26	6%
Barrhead[1]	274	4%	16	19	5%
Smith	249	4%	16	13	3%
Flatbush	159	2%	8	10	3%
TOTAL	6416	100%	400	402	100%

[1] Barrhead numbers are based on residents who identified themselves as living in Vega, Neerlandia, Manola, or Busby.

SOURCE: Town of Westlock Economic Development Committee, Westlock Market Survey - 1988

After the interviewing was completed, responses were coded and analysed by computer using SPSSX[1]. Responses were grouped into 6 areas based on location and observed shopping patterns (TABLE 2.2).

TABLE 2.2
COMPLETED INTERVIEWS BY REGION[1]

Region	Number of Households	Percentage of Households
Town of Westlock	119	30%
Area Surrounding Westlock	134	34%
East	33	8%
West	23	6%
North	48	12%
South	41	10%
TOTAL	398[2]	100%

[1] The areas covered by each region are shown in Appendix 1.
[2] Total does not equal 402 because the partial interviews were terminated before location could be determined.

SOURCE: Town of Westlock Economic Development Committee, Westlock Market Survey - 1988

[1] Statistical Package for the Social Sciences, Version 10.

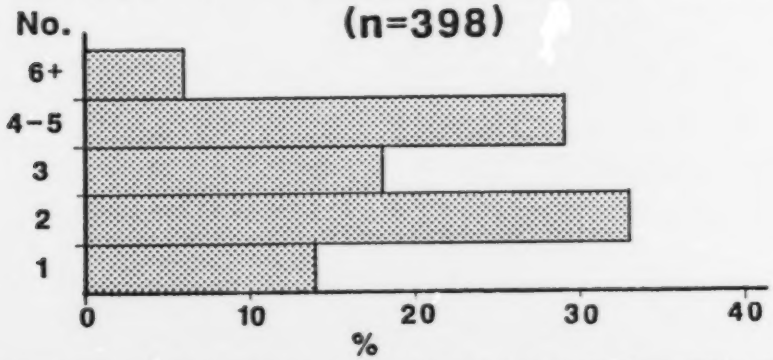
3. HOUSEHOLD PROFILE

In order for comparisons to be made between different types of households, certain demographic information was sought from each respondent.

3.1 HOUSEHOLD SIZE

The number of residents per household ranges from 1 to 10, with the average being 3. Households with a single resident account for 14% of all households, 33% have 2 residents and 18% have 3 residents. A substantial number of households (29%) have 4 or 5 residents (FIGURE 3.1).

Figure 3.1
NUMBER OF RESIDENTS PER HOUSEHOLD
(n=398)



SOURCE: Town of Westlock Economic Development Committee, Westlock Market Survey - 1988.

3.2 HOUSEHOLD BY TYPE RESIDENTS

TABLE 3 shows the breakdown of the households surveyed by the age and sex of residents. For each age group the proportions of males and females are approximately equal. The age group which is present in highest proportion of households is from 40 to 64 years of age (49%), followed by 30 to 39 year olds who are present in 33% of households (TABLE 3.1).

Households are categorized into six types: those with children up to 19 years of age, and those with adults of various ages only. Fifty-one percent of households surveyed have at least one child present. Households with adults between 40 and 64 years of age only and 65 years or older only account for the next largest groups (18% and 16% of households respectively) (FIGURE 3.2).

Of the households with children the average number of children is two. Thirty-two percent of households have one child, and 38% contain two children (FIGURE 3.3).

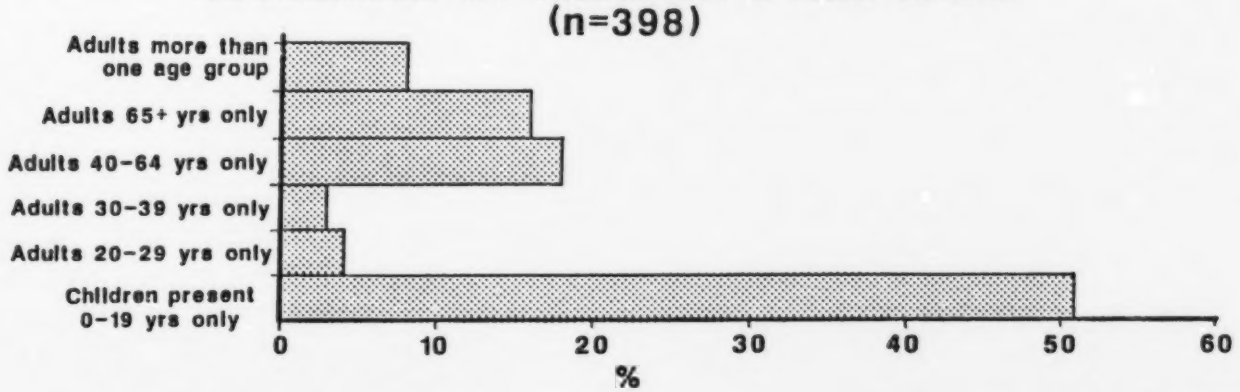
TABLE 3.1
HOUSEHOLDS[1] BY AGE AND SEX OF RESIDENTS
(n = 398)

Age	% of Households with Females	% of Households with males	% of Households
Less than 5 years	11%	10%	17%
5 to 9 years	12%	13%	22%
10 to 14 years	13%	12%	22%
15 to 19 years	10%	13%	20%
20 to 29 years	16%	13%	22%
30 to 39 years	24%	25%	33%
40 to 64 years	39%	40%	49%
65 or more	15%	16%	21%

[1] Total percentages exceed 100% as respondents may have family members in several age categories.

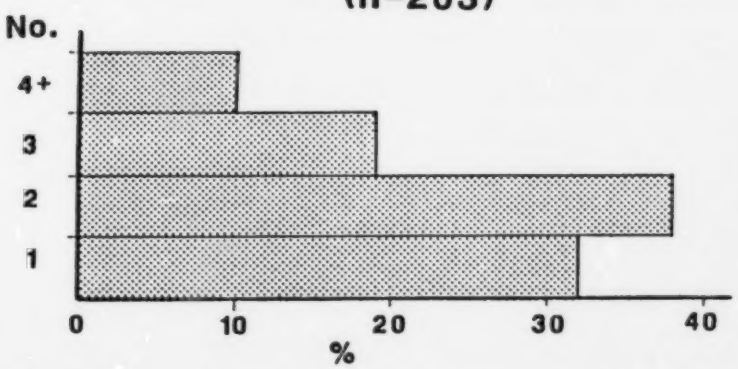
SOURCE: Town of Westlock Economic Development Committee, Westlock Market Survey - 1988

Figure 3.2
HOUSEHOLD BY RESIDENT'S AGE GROUP
(n=398)



SOURCE: Town of Westlock Economic Development Committee, Westlock Market Survey - 1988.

Figure 3.3
NUMBER OF CHILDREN PER HOUSEHOLD
(n=203)

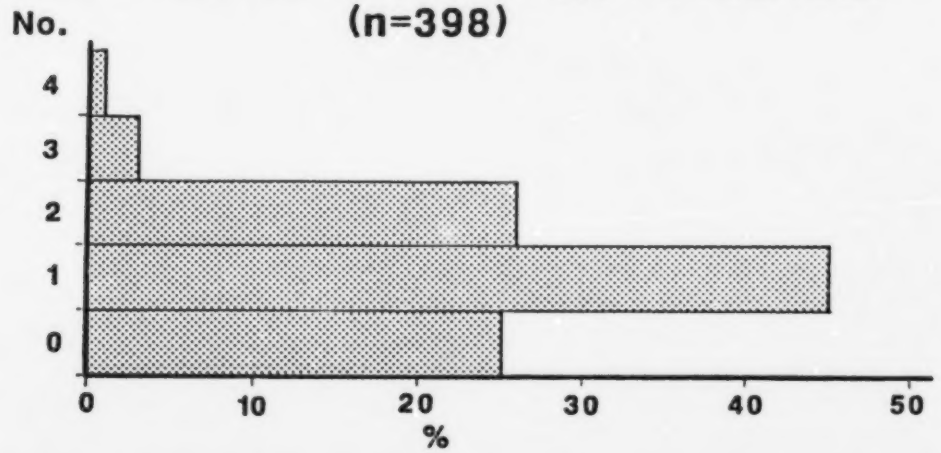


SOURCE: Town of Westlock Economic Development Committee, Westlock Market Survey - 1988.

3.3 EMPLOYED FULL-TIME

Respondents were asked to indicate the number of people in their household who were employed full time (30 or more hours per week). The average number of people employed full time per household is one. Forty-five percent of households have one person employed full time and 26% have two. Households with no one employed full time account for 25% of households, but since 16% of households have only people 65 years or older, a large portion of this group is likely retired (FIGURE 3.4).

Figure 3.4
FULL-TIME EMPLOYEES PER HOUSEHOLD



SOURCE: Town of Westlock Economic Development Committee, Westlock Market Survey - 1988.

3.4 EMPLOYMENT LOCATION

Respondents were also asked to indicate where the jobs of those employed full time were located. The largest single location of employment reported by those working full time is Town of Westlock at 35%. Nine percent work in the M.D. of Westlock and 9% in Edmonton. The percentages reported working in rural municipalities may be low becuase a significant number (24%) of the respondents gave the response employed on a "farm" rather than the actual geographic location. TABLE 3.2 shows the percentage of workers employed by municipal locations. Please note that some respondents gave "farm" as a location of employment, rather than the actual municipality in which their farm is located thereby reducing the validity of the results of this question.

TABLE 3.2

LOCATION OF EMPLOYMENT FOR FULL-TIME WORKERS

Location	Frequency	Percentage
Town of Westlock	147	35%
Farm[1]	100	24%
M.D. of Westlock	36	9%
Edmonton	36	9%
County of Barrhead	15	4%
M.D. of Sturgeon	17	4%
County of Thorhild	10	2%
County of Athabasca	12	3%
I.D. #17	16	4%
Other	30	7%
TOTAL	419	100%

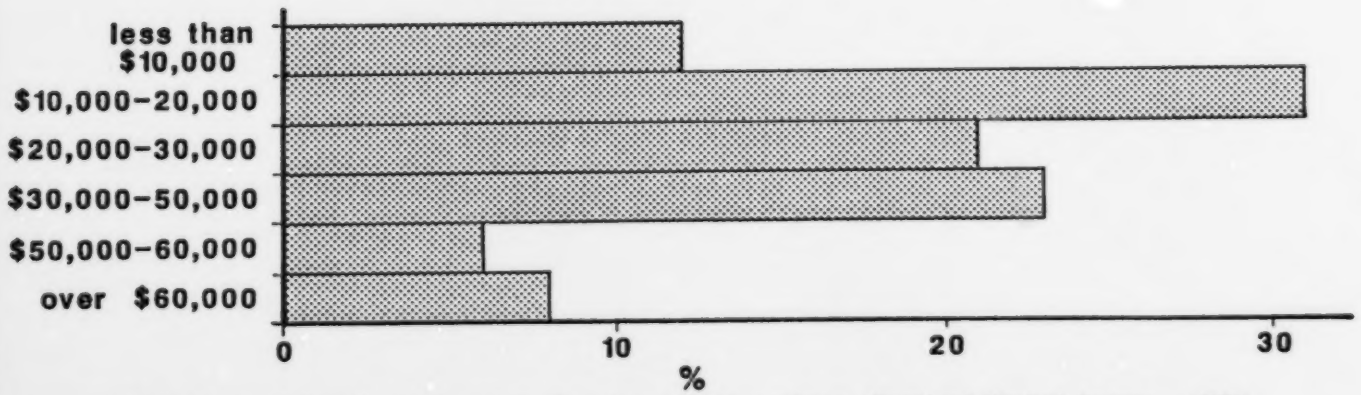
[1] Respondents inclusion of "farm" rather than municipality in which the farm is located reduces the validity of the results of this TABLE.

SOURCE: Town of Westlock Economic Development Committee, Westlock Market Survey - 1988

3.5 HOUSEHOLD INCOME

Respondents were asked to indicate their total household income before deductions. Of those who responded, 12% have household incomes of less than $10,000; 31% have household incomes between $10,000 and $20,000; 21% have incomes of $20,000 to $30,000; 23% have incomes of $30,000 to $50,000; 6% have incomes of $50,000 to $60,000, and 8% have incomes over $60,000 (FIGURE 3.5). Due to rounding off the percentage total exceeds 100.

Figure 3.5
HOUSEHOLD INCOME
(n=210)



SOURCE: Town of Westlock Economic Development Committee, Westlock Market Survey - 1988.

4. WHERE GOODS AND SERVICES ARE OBTAINED

Households were asked to indicate the location they most often visited to obtain 28 commonly used goods and services. Since many people purchase items at more than one location, the first two locations mentioned are included for analysis. TABLE 4.1 shows the proportion of all households who indicate they use the goods/services listed. It also presents the proportion of Westlock households using them versus households located outside of Westlock.

TABLE 4.1

PERCENTAGE OF HOUSEHOLDS OBTAINING GOODS/SERVICES IN WESTLOCK

Goods/Services	% of All Households	% of Households in Westlock	% of Households Outside Westlock
Banking	74%	100%	62%
Groceries (under $50)	72%	100%	60%
Shoes	67%	84%	60%
Groceries (over $50)	73%	90%	66%
Drugs, Toiletries, Cosmetics	78%	94%	71%
Doctor	77%	94%	70%
Insurance	69%	88%	60%
Hardware	80%	99%	72%
Vehicle Parts/Service	77%	95%	70%
Restaurants	82%	93%	77%
Dentist	76%	89%	68%
Women's Clothing	68%	85%	61%
Men's Clothing	69%	82%	64%
Major Appliances	48%	68%	40%
Vehicles	60%	76%	51%
Furniture	42%	62%	34%
Beauty Salons/Barbers	72%	96%	62%
Lumber	74%	99%	64%
Laundry/Drycleaning	77%	99%	68%
Lawyer	66%	87%	57%
Entertainment	58%	68%	54%
Contractors	75%	79%	63%
Fabrics/Yard Goods	72%	89%	65%
Recreation	66%	93%	50%
Bookkeeping/Accounting	74%	90%	67%
Veterinary Services	80%	98%	76%
Children's Clothing	70%	82%	65%
Library	66%	99%	50%

NOTE: All percentages are based on the number of households saying they used the goods/services.

SOURCE: Town of Westlock Economic Development Committee, Westlock Market Survey - 1988.

4.1 GOODS/SERVICES OBTAINED IN WESTLOCK

For almost all the goods and services, more than 60% of all households using them mention Westlock as the location they obtain the goods and services most often. There are some notable exceptions. Westlock is mentioned by just 42% of all households for purchases of furniture, by 48% for purchases of major appliances, and by 60% of vehicle purchases. Entertainment (movies, theatre, hockey, football, etc.) is obtained most often in Westlock by 58% of households.

Residents of Westlock generally obtain the goods and services in Westlock. At least 75% of households in Westlock obtain the goods and services listed in Westlock. Again there are exceptions: furniture (62%), major appliances (68%) and entertainment (68%). Fewer households outside of Westlock obtain goods and services there. Still Westlock is mentioned for most items by 60% to 70% of households outside Westlock. The exceptions are the same - furniture (34%), major appliances (40%) and entertainment - but also include. vehicles (51%), library (50%), recreation (swimming, golf, curling, etc. 50%) and lawyer (57%) (TABLE 4.2).

TABLE 4.2
PROPORTION OF SAMPLE INDICATING USE OF THE GOODS/SERVICES LISTED

	All Households		Households in Westlock		Households Outside Westlock	
Goods/Services	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Banking	402	100%	119	100%	279	100%
Groceries (under $50)	399	99%	119	100%	277	99%
Shoes	399	99%	117	98%	279	100%
Groceries (over $50)	398	99%	119	100%	276	99%
Drugs, Toiletries, Cosmetics	397	99%	118	99%	276	99%
Doctor	396	98%	117	98%	276	99%
Insurance	396	98%	116	97%	277	99%
Hardware	389	97%	114	96%	272	97%
Vehicle Parts/Service	384	96%	114	96%	267	96%
Restaurants	383	95%	114	96%	268	96%
Dentist	382	95%	114	96%	266	95%
Women's Clothing	376	94%	111	93%	262	94%
Men's Clothing	373	93%	101	85%	164	59%
Major Appliances	370	92%	108	91%	259	92%
Vehicles	370	92%	110	92%	257	92%
Furniture	369	92%	108	91%	258	92%
Beauty Salons/Barbers	363	90%	109	92%	251	90%
Lumber	352	88%	96	81%	253	91%
Laundry/Drycleaning	335	83%	99	83%	234	84%
Lawyer	314	78%	92	77%	218	78%
Entertainment	299	74%	87	73%	210	75%
Contractors	275	68%	96	81%	176	63%
Fabrics/Yard Goods	272	68%	71	60%	199	71%
Recreation	264	66%	81	68%	182	65%
Bookkeeping/Accounting	260	65%	72	61%	186	67%
Veterinary Services	258	64%	51	43%	205	73%
Children's Clothing	220	55%	62	52%	158	57%
Library	218	54%	69	58%	148	53%

SOURCE: Town of Westlock Economic Development Committee, Westlock Market Survey - 1988.

4.2 COMPETING LOCATIONS

For each good or service listed, the number of households mentioning that they obtain the item outside of Westlock was determined. For most goods and services the most frequently mentioned competing location is Edmonton. This is particularly true for "high end" items. Ninety-three percent of households obtaining furniture, and 87% of those purchasing appliances, buy in Edmonton. Other items where Edmonton is the most frequently mentioned competing location include: men's, women's and children's clothing (79%-83%), shoes (79%), entertainment (72%), fabrics/yard goods (74%), professional services (doctor, dentist, insurance, lawyer, bookkeeping/accounting) (27%-51%), vehicles and vehicle parts and service (57% and 30%), groceries (over $50) (56%), drugs, toiletries and cosmetics (30%), library (52%). For the remaining items in the list of 28 goods/services the most often mentioned locations other than Edmonton are: Thorhild, Barrhead and Legal. TABLE 4.3 shows the top three competing locations as a percentage of the number of households mentioning locations other than Westlock.

TABLE 4.3

TOP THREE COMPETING LOCATIONS FOR OBTAINING GOODS/SERVICES

Furniture (n = 243)	
1. Edmonton	93%
2. Barrhead	5%
3. Other	2%

Major Appliances (n = 218)	
1. Edmonton	87%
2. Barrhead	7%
3. Other	6%

Women's Clothing (n = 214)	
1. Edmonton	83%
2. Barrhead	8%
3. St. Albert	6%

Shoes (n = 201)	
1. Edmonton	79%
2. Barrhead	5%
3. St. Albert	5%
4. Thorhild	5%

Men's Clothing (n = 188)	
1. Edmonton	79%
2. Barrhead	11%
3. Thorhild	6%

Insurance (n = 135)	
1. Edmonton	27%
2. Thorhild	20%
3. Barrhead	15%

Vehicle Parts/Service (n = 129)	
1. Edmonton	30%
2. Barrhead	21%
3. Thorhild	11%

Library (n = 124)	
1. Edmonton	52%
2. Thorhild	32%
3. Barrhead	14%

Doctor (n = 116)	
1. Edmonton	33%
2. Barrhead	17%
3. St. Albert	14%

Drugs, Toiletries, Cosmetics (n = 113)	
1. Edmonton	34%
2. Thorhild	18%
3. Barrhead	17%
4. Legal	16%

NOTE: Percentages are based on the number of respondents mentioning locations other than Westlock.

SOURCE: Town of Westlock Economic Development Committee, Westlock Market Survey - 1988.

TABLE 4.3 (continued)

TOP THREE COMPETING LOCATIONS FOR OBTAINING GOODS/SERVICES (continued)

Entertainment (n = 181)	
1. Edmonton	72%
2. Barrhead	8%
3. Thorhild	4%

Vehicles (n = 176)	
1. Edmonton	57%
2. Barrhead	12%
3. Thorhild	10%

Dentist (n = 107)	
1. Edmonton	37%
2. St. Albert	19%
3. Barrhead	19%

Lawyer (n = 109)	
1. Edmonton	51%
2. Barrhead	17%
3. Thorhild	11%

Hardware (n = 106)	
1. Edmonton	19%
2. Thorhild	17%
3. Barrhead	13%

Bookkeeping/Accounting (n = 71)	
1. Edmonton	47%
2. Barrhead	20%
3. Thorhild	10%

Groceries (over $50) (n = 150)	
1. Edmonton	56%
2. Barrhead	11%
3. Thorhild	9%
4. Legal	9%

Recreation (n = 151)	
1. Thorhild	60%
2. Edmonton	21%
3. Barrhead	13%

Restaurants (n = 146)	
1. Thorhild	52%
2. Edmonton	24%
3. Barrhead	10%

Children's Clothing (n = 109)	
1. Edmonton	79%
2. Barrhead	11%
3. St. Albert	5%

Fabrics/Yard Goods (n = 108)	
1. Edmonton	74%
2. Barrhead	8%
3. Thorhild	7%

Laundry/Drycleaning (n = 221)	
1. Thorhild	32%
2. Legal	13%
3. Edmonton	10%

Groceries (under $50) (n = 135)	
1. Thorhild	17%
2. Legal	16%
3. Edmonton	12%

Lumber (n = 116)	
1. Pickardville	37%
2. Thorhild	18%
3. Edmonton	13%

Beauty Salons/Barbers (n = 115)	
1. Thorhild	21%
2. Barrhead	17%
3. Edmonton	17%

Banking (n = 113)	
1. Legal	25%
2. Thorhild	22%
3. Barrhead	19%

Contractors (n = 78)	
1. Barrhead	24%
2. Thorhild	13%
3. Legal	13%

Veterinary Services (n = 57)	
1. Barrhead	30%
2. Athabasca	23%
3. Thorhild	19%

SOURCE: Town of Westlock Economic Development Committee, Westlock Market Survey - 1988.

4.3 COMPETING LOCATIONS BY REGION

The total number of responses given for all goods and services were combined to determine the most frequently mentioned locations by region. TABLE 4.4 shows the top three mentioned locations, excluding Westlock, by region.

TABLE 4.4

TOP THREE MENTIONED COMPETING LOCATIONS BY REGION

Westlock (n = 493)			**West (n = 537)**		
1.	Edmonton	87%	1.	Barrhead	55%
2.	Barrhead	3%	2.	Edmonton	14%
3.	Other[1]	10%	3.	Neerlandia	10%
[1]no other single location obtained even 1%					
Area Surrounding Westlock (n = 952)			**North (n = 582)**		
1.	Edmonton	65%	1.	Edmonton	35%
2.	Barrhead	6%	2.	Athabasca	33%
3.	Pickardville	5%	3.	Slave Lake	9%
4.	Clyde	5%			
East (n = 687)			**South (n = 839)**		
1.	Thorhild	58%	1.	Edmonton	43%
2.	Edmonton	29%	2.	Legal	28%
3.	Redwater	7%	3.	St. Albert	12%

NOTE: The numbers in brackets represent the total number of locations mentioned other than Westlock for all listed goods and services combined by region.

SOURCE: Town of Westlock Economic Development Committee, Westlock Market Survey - 1988.

5. REASONS FOR OBTAINING GOODS/SERVICES OUTSIDE WESTLOCK

Households mentioning locations other than Westlock as being where they often obtained goods and services were asked what their main reason for doing so was. For items where the most frequently mentioned location other than Westlock is Edmonton, the main reasons are price, selection or a combination of the two. This did not apply to professional services (lawyer, doctor, dentist, accountant, insurance) where the main reasons are: "service is available at a closer location", "have dealt with person for a long time (past experience)", and "quality of the service provided". For all other goods and services the most prevalent reason given is that the item is "available at a location close to where they live" (TABLE 5.1).

TABLE 5.1

TOP THREE REASONS FOR SHOPPING OUTSIDE WESTLOCK BY GOOD/SERVICE

Furniture (n = 239)[1]	
1. price & selection	33%
2. selection	33%
3. price	22%
Major Appliances (n = 215)	
1. price & selection	34%
2. selection	27%
3. price	22%
Women's Clothing (n = 213)	
1. selection	47%
2. price & selection	19%
3. price	12%
Shoes (n = 197)	
1. selection	46%
2. price & selection	15%
3. closer	14%
4. price	13%
Men's Clothing (n = 188)	
1. selection	43%
2. price & selection	17%
3. closer	17%

Insurance (n = 131)	
1. closer	53%
2. past experience	9%
3. price	8%
Vehicle Parts/Service (n = 119)	
1. closer	50%
2. price	13%
3. selection	10%
Library (n = 72)	
1. closer	88%
2. selection	8%
3. other	4%
Doctor (n = 112)	
1. closer	52%
2. specialist	16%
3. past experience	6%
Drugs, Toiletries, Cosmetics (n = 111)	
1. closer	60%
2. price	23%
3. work there	5%

SOURCE: Town of Westlock Economic Development Committee, Westlock Market Survey - 1988.

TABLE 5.1 (continued)

TOP THREE REASONS FOR SHOPPING OUTSIDE WESTLOCK BY GOOD/SERVICE

Entertainment (n = 169)	
1. selection	74%
2. closer	23%
3. other	3%

Vehicles (n = 166)	
1. price	37%
2. closer	18%
3. selection	15%

Dentist (n = 99)	
1. closer	37%
2. past experience	20%
3. quality	10%

Lawyer (n = 105)	
1. closer	40%
2. quality	18%
3. past experience	12%

Hardware (n = 99)	
1. closer	68%
2. price	14%
3. selection	7%

Bookkeeping/Accounting (n = 67)	
1. closer	82%
2. work there	4%
3. availability	4%

Groceries (over $50) (n = 145)	
1. location	41%
2. price	34%
3. price & selection	6%

Recreation (n = 110)	
1. location	67%
2. selection	25%
3. other	8%

Restaurants (n = 134)	
1. selection	47%
2. location	35%
3. combine with other business/shopping	11%

Children's Clothing (n = 106)	
1. selection	36%
2. price	21%
3. price & selection	19%

Fabrics/Yard Goods (n = 101)	
1. selection	33%
2. closer	23%
3. price	22%

Laundry/Drycleaning (n = 74)	
1. closer	77%
2. quality	12%
3. work there	5%

Groceries (under $50) (n = 132)	
1. closer	86%
2. price	8%
3. work there	3%

Lumber (n = 107)	
1. closer	51%
2. price	30%
3. price & selection	10%

Beauty Salons/Barbers (n = 110)	
1. closer	72%
2. quality	6%
3. friend/relative	5%

Banking (n = 111)	
1. closer	825
2. work there	8%
3. past experience	5%

Contractors (n = 78)	
1. closer	82%
2. work there	4%
3. availability	4%

Veterinary Services (n = 55)	
1. closer	47%
(no other reason accounted for more than 2%)	

n is the number of households providing reasons.

NOTE: Percentages are based on the number of respondents responding to this question in the above categories and may not equal 100%.

SOURCE: Town of Westlock Economic Development Committee, Westlock Market Study - 1988.

6. FARM PURCHASES

Respondents were asked if any member of their household owned or worked on a farm. Thirty-nine percent of the households surveyed (n = 402) indicated that some member of the household owned or worked on a farm.

6.1 FARM PURCHASES MADE IN WESTLOCK

These 157 households were asked where they obtained goods and services for their farms. Items for which Westlock is mentioned most often by those using the goods or service are: farm machinery (73%), machinery parts and service (80%), and feed and seed (69%). Less than half the farms obtain fertilizers, livestock, or grain elevators in Westlock (TABLE 6.1).

TABLE 6.1

FARM PURCHASES MADE IN WESTLOCK

GOODS/SERVICES	ALL FARMS
Farm machinery (n = 141)	73%
Machinery parts/service (n = 142)	80%
Fertilizers (n = 135)	47%
Feed/seed (n = 130)	69%
Grain elevators (n = 130)	32%
Livestock market (n = 117)	44%

NOTE: Percentages are based on the number of farms indicating usage of items listed.

SOURCE: Town of Westlock Economic Development Committee, Westlock Market Survey - 1988.

6.2 COMPETING LOCATIONS FOR FARM PURCHASES

Farm purchases made outside of Westlock generally go to one of three competing locations: Barrhead, Thorhild or Athabasca. A significant number of people purchasing farm machinery also mention "shopping around at auctions" or "wherever they can obtain the best price" (29%). The major location for livestock purchases was Clyde (80%). TABLE 6.2 lists the top three competing locations for farm purchases. Competing locations for grain elevators are not listed since no locations stand out over any others. Grain elevator services are generally obtained at the location closest to the farm.

TABLE 6.2

TOP THREE COMPETING LOCATIONS FOR FARM PURCHASES

Livestock (n = 76)[1]	
1. Clyde	80%
2. Edmonton	15%
3. Barrhead	4%

Fertilizers (n = 76)	
1. Thorhild	16%
2. Barrhead	12%
3. Neerlandia	11%

Farm Machinery (n = 58)	
1. Barrhead	29%
2. Auctions/Best Price	29%
3. Athabasca	21%

Machinery Parts/Service (n = 49)	
1. Barrhead	43%
2. Morinville	22%
3. Athabasca	20%

Feed/Seed (n = 46)	
1. Barrhead	24%
2. Thorhild	20%
3. Neerlandia	11%

[1] "n" is the number of respondents mentioning locations other than Westlock.

SOURCE: Town of Westlock Economic Development Committee, Westlock Market Survey - 1988.

7. FREQUENCY OF MONTHLY TRIPS TO EDMONTON

Respondents were asked to indicate how often members of their household made trips to Edmonton in a typical month, and how many of these trips involved shopping for goods and services. Trips to Edmonton range from zero to 45 per month, with an average of 4.1 trips. Up to 25 of these trips involve shopping for goods and services, and an average 2.0 trips include shopping. TABLE 7.1 shows the number of trips made per month and the proportion of trips that involve shopping for goods and services.

TABLE 7.1

TRIPS TO EDMONTON PER MONTH AND PROPORTION OF TRIPS INVOLVING SHOPPING FOR GOODS/SERVICES

Trips Per Month	Households	Proportion of Trips Involving Shopping			
		0% to 24%	25% to 49%	50% to 99%	100%
None	74	--	--	--	74
1 or Less	101	25	--	--	76
2 or 3	87	12	5	13	57
4 to 9	87	11	11	22	43
10 or More	49	21	13	10	5
Total	398	69	29	45	255

SOURCE: Town of Westlock Economic Development Committee, Westlock Market Survey - 1988.

7.1 COMPARISON OF SHOPPING TRIPS TO EDMONTON BY DEMOGRAPHIC VARIABLES

Statistical tests were completed to compare the number of shopping trips to Edmonton by: the number of residents per household; the number of children per household; type of residents in the household as indicated by age of residents; and by total household income. The statistical test used was a one-way analysis of variance, which compares the mean number of trips of different groups to determine if the differences are real (statistically significant) or the result of chance. The level of significance, chance that the differences reported as real are not, was 0.05.

7.2 MONTHLY SHOPPING TRIPS TO EDMONTON BY HOUSEHOLD SIZE

As the number of people per household increases, the number of shopping trips to Edmonton per month appears to increase. Households with 6 or more people (3.6 trips) make significantly more trips than those with only one (1.2 trips) or two (1.5 trips). The differences in the means of the other groups do not reach statistical significance and are likely the result of chance (TABLE 7.2).

TABLE 7.2

NUMBER OF MONTHLY SHOPPING TRIPS TO EDMONTON BY NUMBER OF RESIDENTS PER HOUSEHOLD

Number of Residents	Number of Households	Mean Number of Shopping Trips
1	55	1.2
2	131	1.5
3	72	2.3
4 or 5	115	2.4
6 or More	25	3.6
Total	398	2.0

SOURCE: Town of Westlock Economic Development Committee, Westlock Market Survey - 1988.

7.3 MONTHLY SHOPPING TRIPS TO EDMONTON BY NUMBER OF CHILDREN PER HOUSEHOLD

Findings here were consistent with those of household size. Significant differences were found between the number of monthly shopping trips made by households with no children (1.5 trips) and those with four or more children (3.8 trips). Although the number of trips per month appears to increase as the number of children increases, no significant differences were found between the number of monthly trips the other groups made (TABLE 7.3).

TABLE 7.3

NUMBER OF MONTHLY SHOPPING TRIPS TO EDMONTON BY NUMBER OF CHILDREN IN THE HOUSEHOLD

Number of Children	Number of Households	Mean Number of Shopping Trips
None	195	1.5
1	65	2.3
2	78	2.2
3	39	2.6
4 or More	21	3.8
Total	398	2.0

SOURCE: Town of Westlock Economic Development Committee, Westlock Market Survey - 1988.

7.4 MONTHLY SHOPPING TRIPS TO EDMONTON BY TYPE OF HOUSEHOLD ACCORDING TO AGE

On average, households consisting of only people 65 years of age and older make less than one shopping trip to Edmonton per month (0.5 trips). This differs significantly from households with at least one child between 0 and 19 years of age who averaged 2.5 trips per month, and households with people aged 30 to 39 years only (3.7 trips). Comparisons of other household types do not reveal any significant differences, even though the average number of trips made by households with only people between 20 and 29 years of age was high (2.8 trips). The differences between this and other groups are not statistically significant because of the small number of households in this group (TABLE 7.4).

TABLE 7.4

NUMBER OF MONTHLY SHOPPING TRIPS TO EDMONTON BY AGE OF RESIDENTS

Household Type	# of Cases	Mean Number of Shopping Trips
Households with children	203	2.5
Households with 20-29 year olds only	17	2.9
Households with 30-39 year olds only	12	3.7
Households with 40-64 year olds only	71	1.5
Households with adults from 20-64 years[1]	33	1.7
Households with 65 years or older	62	0.6
Total	398	2.0

[1] Households in this category had at least 2 members and each belonged to a different age category.

SOURCE: Town of Westlock Economic Development Committee, Westlock Market Survey - 1988.

7.5 MONTHLY SHOPPING TRIPS TO EDMONTON BY HOUSEHOLD INCOME

On average, households earning between $30,000 and $50,000 per year make significantly more shopping trips to Edmonton (3.2 trips) than households who earn less than $10,000 (0.5 trips) or $10,000 to $20,000 (1.3 trips). Although the average number of trips made by households earning $50,000 to $60,000, or greater than $60,000, are about the same as those earning $30,000 to $50,000, the small number of cases in these groups does not allow the differences to reach statistical significance. The differences between the number of trips these and other groups not mentioned here, are likely the result of chance and we cannot be certain they are real (TABLE 7.5).

TABLE 7.5

NUMBER OF MONTHLY SHOPPING TRIPS TO EDMONTON BY TOTAL HOUSEHOLD INCOME

Household Income	# of Cases	Mean Number of Shopping Trips
Less than $10,000	26	.5
$10,000 to $20,000	64	1.3
$20,000 $30,000.	43	1.9
$30,000 to $50,000	48	3.2
$50,000 to $60,000	12	3.2
Greater than $60,000	17	2.9
Total	210	2.0

SOURCE: Town of Westlock Economic Development Committee, Westlock Market Survey - 1988.

8. WHEN SHOPPING IS DONE IN EDMONTON

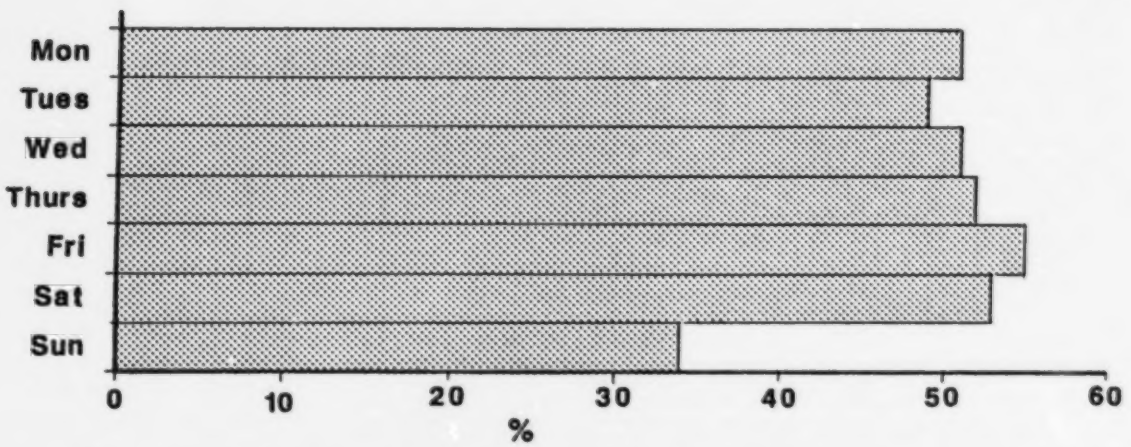
To determine when people typically shop in Edmonton, households were asked what day or days of the week they usually visited Edmonton for shopping. Households were also asked what times of day, morning, afternoon, or evening, trips to Edmonton generally included.

With the exception of Sunday, all days of the week are mentioned by about half the households who visited Edmonton for shopping. Sunday is noted by about one-third of the households (FIGURE 8.1).

Most trips to Edmonton occur in the morning (79%), however 58% of the responses indicate the afternoon trips and 37% the evening (FIGURE 8.2). Again, because respondents may have identified more than one time, the percentage totals exceed 100.

Figure 8.1

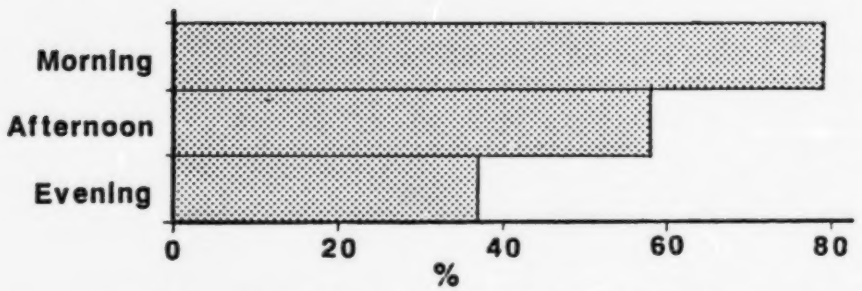
DAYS OF WEEK WHEN SHOPPING IS DONE IN EDMONTON (n=274)



NOTE: Percentages do not total 100% since repondents could answer yes to all days.
SOURCE: Town of Westlock Economic Development Committee, Westlock Market Survey - 1988.

Figure 8.2

TIME OF DAY OF TRIPS TO EDMONTON (n=304)



NOTE: Percentages do not total 100% because repondents could answer yes to all times.
SOURCE: Town of Westlock Economic Development Committee, Westlock Market Survey - 1988.

9. OVERNIGHT STAYS IN EDMONTON

In order to determine if people shop in Edmonton more if they occasionally spend the night, households were asked if any of their trips to Edmonton involved overnight stays. Twenty-one percent of the 398 households indicate that some of their household trips to Edmonton involve overnight stays. The number of overnight trips range from 1 to 100, but half the households make 4 or fewer per year. People who indicate that they spend some nights in Edmonton make no more shopping trips than those who said they do not. There is no statistically significant difference in the number of trips which included shopping between those who spend an occasional night in Edmonton and those who do not.

10. TRIPS TO WESTLOCK

Respondents who indicate that they do not live in Westlock and that Westlock is not the town or community closest to their home, were asked how many trips they and members of their household made to Westlock in a typical month.

10.1 NUMBER OF SHOPPING TRIPS TO WESTLOCK

Households indicated that they make between zero and 60 trips to Westlock in a typical month, and averaged 8.7 trips. Trips which include shopping for goods and services range from zero to 30 per month with an average of 6.3 per month. TABLE 10.1 shows the number of trips to Westlock per month, and the proportion of the trips which include shopping.

TABLE 10.1

TRIPS TO WESTLOCK PER MONTH AND PROPORTION OF TRIPS INVOLVING SHOPPING FOR GOODS/SERVICES

Trips Per Month	Households	Proportion of Trips Which Involved Shopping			
		0% to 24%	25% to 49%	50% to 99%	100%
0 to 1	22	2	--	--	20
2 to 4	68	1	2	9	56
5 to 9	47	1	1	8	37
10 to 19	36	1	--	9	26
20 or More	49	9	12	9	19
Total	222	14	15	45	158

SOURCE: Town of Westlock Economic Development Committee, Westlock Market Survey - 1988.

10.2 NUMBER OF MONTHLY SHOPPING TRIPS BY REGION

Comparisons were made between the number of shopping trips to Westlock households in different regions made per month. Respondents from the area surrounding Westlock, the M.D. of Westlock excluding Westlock, Busby, areas south of Vimy, and west of High Ridge, on average make 9.6 shopping trips to Westlock in a typical month. This works out to be about 2 to 3 trips per week. On average, respondents from areas to the north (I.D. #17, and County of Athabasca), south (Legal, Busby), east (County of Thorhild) and west (High Ridge and west into County of Barrhead) make between 3.5 and 5.0 shopping trips to Westlock per month. Statistically, no difference exists in mean number of shopping trips households made by respondents in the north, south, east and western regions. The difference between the mean number of trips made by household in the area surrounding Westlock and all other regions, however is statistically significant (TABLE 10.2).

TABLE 10.2

NUMBER OF MONTHLY SHOPPING TRIPS TO WESTLOCK BY REGION

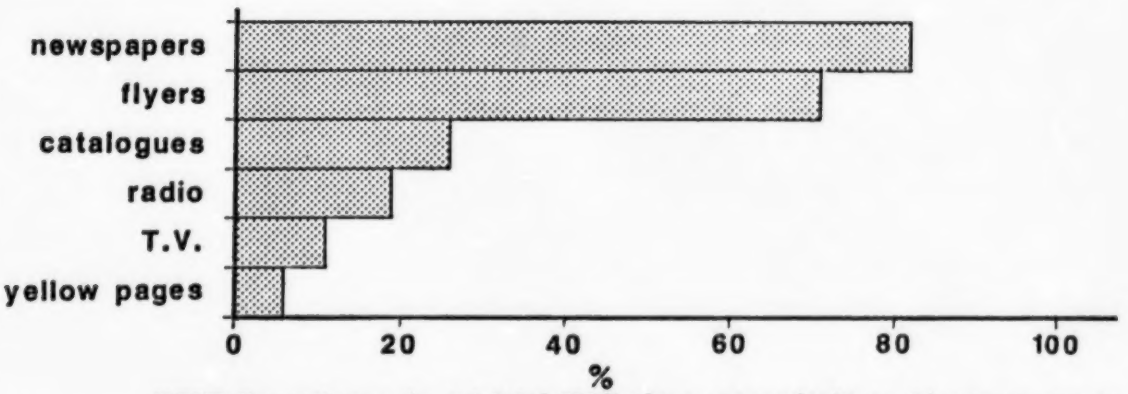
Region	Households	Mean Number of Shopping Trips
Area Surrounding Westlock	94	9.6
East	33	3.5
West	23	5.0
North	48	4.8
South	41	3.5
Total	239	6.3

SOURCE: Town of Westlock Economic Development Committee, Westlock Market Survey - 1988.

11. SHOPPING COMPARISON

Respondents were asked which advertising media their household used most often in making shopping comparisons. The most frequently used media are newspapers (82%) followed by flyers (71%). The other media - catalogues, radio, television and the Yellow Pages - are all used by approximately 25% or less of the households surveyed (FIGURE 11.1).

Figure 11.1
MEDIA USED FOR SHOPPING COMPARISONS
(n=349)



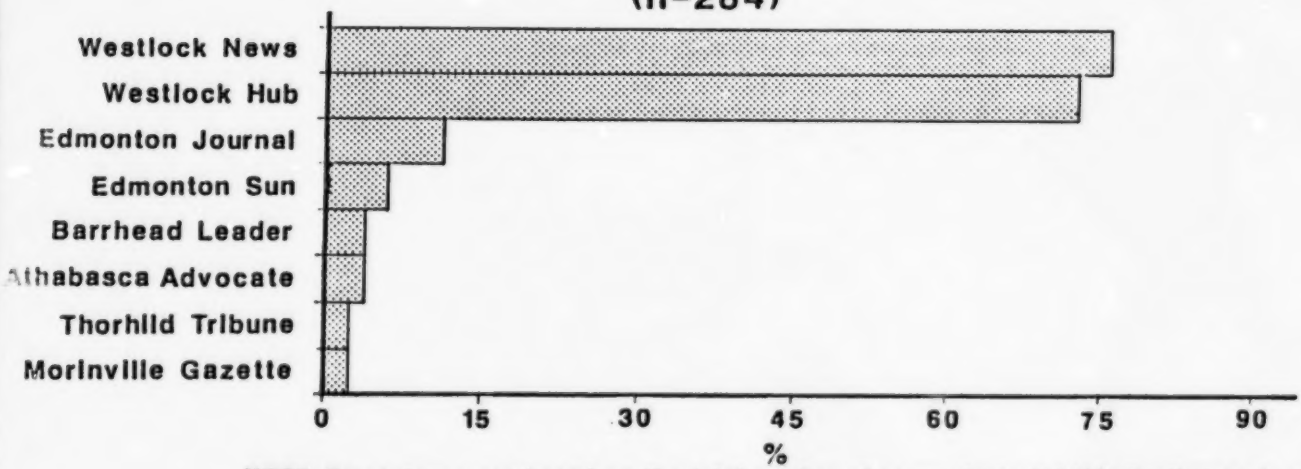
NOTE: Percentages do not total 100% since respondents could answer yes to all items.
SOURCE: Town of Westlock Economic Development Committee, Westlock Market Survey - 1988.

11.1 NEWSPAPERS AND RADIO STATIONS USED

Households who indicate they use newspapers to make shopping comparisons were asked which newspaper they use. The Westlock News (76%) and the Westlock Hub (73%) are the most frequently used newspapers for making shopping comparisions (FIGURE 11.2).

Those who mention using radio for making comparison were asked to indicate the stations. CFOK was named by 81% of people using the radio to make comparisons (FIGURE 11.3).

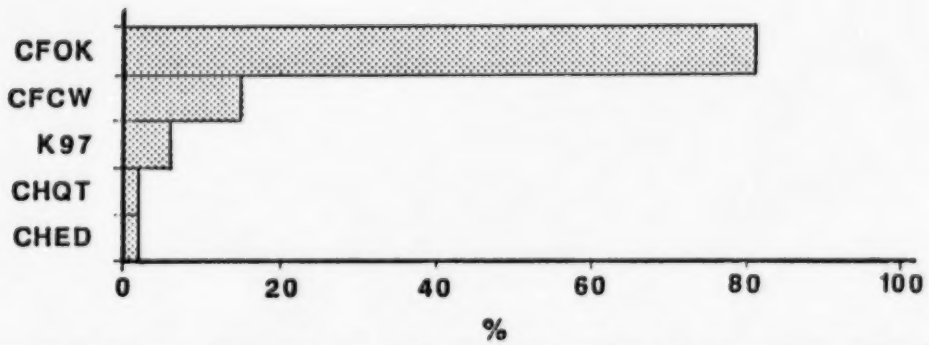
Figure 11.2
NEWSPAPERS USED FOR SHOPPING COMPARISONS
(n=284)



NOTE: Percentages are based on the total number of respondents (284) indicating each paper. Multiple responses were allowed.

SOURCE: Town of Westlock Economic Development Committee, Westlock Market Survey - 1988.

Figure 11.3
RADIO STATIONS USED FOR SHOPPING COMPARISONS
(n=53)



NOTE: Percentages are based on the total numbers of respondents indicating each station. Multiple responses were allowed.

SOURCE: Town of Westlock Economic Development Committee, Westlock Market Survey - 1988.

12. GOODS AND SERVICES NEEDED IN WESTLOCK

All respondents were asked to indicate if they thought there were any particular goods or services needed in Westlock. Of 200 households who responded, 21% indicate that they are satisfied with what was presently available in Town. Two areas of goods and services most frequently mentioned as being needed in Westlock include: recreation centre (15%), clothing (14%), shoes (12%) and indoor pool (10%). In terms of clothing and shoes, people are looking for moderate prices, better quality and selection of styles and sizes. Regarding recreation, 15% of the households mention a recreation centre, and 10% indicate that an indoor pool is needed. TABLE 12.1 shows the percentage of cases indicating various goods or services needed in Westlock.

TABLE 12.1

GOODS/SERVICES NEEDED IN WESTLOCK

Goods/Services	% of Households (n = 199)
Satisfied (with existing goods/services)	21%
Recreation Centre	15%
Clothing store (moderate price, better selection of sizes & styles)	14%
Shoes (better quality & selection of sizes & styles)	12%
Indoor pool	10%
Grocery store (lower prices, better selection)	7%
Movie theatre (new or renovated)	5%
Ladies clothing store	5%
Music store (sheet music, records, tapes)	4%
Teen centre	3%
Butcher shop/meat market	2%
Fast food restaurant (such as McDonald's)	2%
Lower priced department store (such as Woolco or Zeller's)	2%
Other [1]	24%

[1] All remaining items were mentioned by less than 2% of respondents. Appendix 2 lists goods/services making up the other category.

SOURCE: Town of Westlock Economic Development Committee, Westlock Market Survey - 1988.

13. CONCLUSIONS

The Westlock Market Study - 1988 provides an up-to-date profile of where goods and services are purchased by household in the Westlock trade area. In addition, it provides information concerning: why certain goods and services are obtained outside Westlock; frequency of trips to Edmonton and when they are made; frequency of trips to Westlock; media used for making shopping comparisons; and goods and services needed in Westlock.

13.1 WHERE GOODS/SERVICES ARE OBTAINED

The majority of the 28 selected goods and services included in the survey are obtained in Westlock. That is, households mention Westlock as one of a possible two locations where they obtain the goods/services listed most often. This was true of both Westlock residents and others surveyed, with greater percentage of Westlock residents mentioning Westlock.

There were some exceptions. Furniture, major appliances, vehicles and entertainment (movies, theatre, hockey or football games, etc.) are the goods/services least often obtained in Westlock. For the above items the most frequently mentioned location other than Westlock is Edmonton.

Clothing items and shoes are often obtained in more than one location, generally split between Westlock and Edmonton. Other locations which are mentioned frequently include: Barrhead, Thorhild, Legal, St. Albert, and Athabasca.

13.2 FARM PURCHASES

At least two-thirds of all households obtain farm machinery, parts and services and feed and seed in Westlock. Less than half needing fertilizers, grain elevators and livestock mention Westlock as a source of supply. The most frequent competing locations mentioned are: Thorhild, Barrhead, and Athabasca. Clyde is the largest competitor for the livestock market, and many said that farm machinery is "purchased at auctions" or "wherever they can get the best price".

13.3 REASONS FOR NOT OBTAINING GOODS/SERVICES IN WESTLOCK

For goods purchased in Edmonton - furniture and appliances, clothing, entertainment - the reason generally concerns price and selection. For services - doctor, dentist, lawyer, and insurance for which Edmonton was the most often mentioned competing location - the reason has to do with the "quality of the service", and the fact that they "had dealt with these people for a long time". For other goods and services, the reason for obtaining them outside Westlock is generally that the items are available somewhere closer to their residences.

13.4 SHOPPING IN EDMONTON

The number of trips to Edmonton which includes shopping for goods and services averages about 2 per month. This changes according to demographic variables as the number of people in the household increases. Households with 6 or more people make between 3 and 4 trips, while households with only one or two people make just one or two shopping trips to Edmonton in a month. Households with residents all 65 years of age or older make less than one shopping trip on average compared to households which have children which make only two to three trips on average. For households without children, the number of shopping trips to Edmonton appears to decline as the age of household members increases.

Shopping in Edmonton does not appear to be done on specific days of the week. About half of all respondents use Monday to Saturday, and one-third shop on Sunday. More than three quarters of households make their shopping trips in the morning, with half staying through afternoon, and a third generally staying until evening. (Some respondents answered that they make trips in more than one time slot, e.g. morning and afternoon.)

13.5 SHOPPING IN WESTLOCK

Households not in Westlock or the immediate Westlock area vary by region as to the frequency of shopping in Westlock. Households in the M.D. of Westlock average between 9 and 10 shopping trips per month to Westlock, whereas those in County of Thorhild, Barrhead, and Athabasca, the M.D. of Sturgeon and I.D. #17 average just 4 to 5 trips per month.

13.6 SHOPPING COMPARISONS

The most used media for making shopping comparisons are newspapers and flyers. Of the newspapers used to make these comparisons, the Westlock News and the Westlock Hub are the most frequently mentioned. About three-quarters of the households who use newspapers for shopping comparisions use the Westlock News or the Westlock Hub.

13.7 GOODS/SERVICES NEEDED IN WESTLOCK

There is a wide variety of goods and services respondents feel Westlock needs. One fifth of those responding said they are satisfied with what presently exists. Frequently mentioned goods and services include: a recreation centre, indoor swimming pool, and clothing and shoe stores with better selection of sizes and styles and moderate prices.

APPENDIX 1

TOWNS AND COMMUNITIES INCLUDED IN THE SIX REGIONS

Region	No. of Interviews	Includes
Westlock	119	Westlock [1]
Area Surrounding Westlock	134	Town of Westlock [2] Clyde Pickardville Pibroch Linaria Nestow Vimy Dapp Jarvie Fawcett
East	33	Thorhild Abee
West	23	High Ridge Neerlandia Manola Vega
North	48	Tawatinaw Perryvale Flatbush Rochester Smith Hondo
South	41	Legal Busby

[1] Includes all respondents indicating that they live in Westlock.

[2] Respondents who do not live in Westlock, but say that Westlock is the nearest town or community.

SOURCE: Town of Westlock Economic Development Committee, Westlock Market Survey - 1988.

APPENDIX 2

GOODS/SERVICES NEEDED
(n = 199)

Other [1]	-lumber yard/hardware
	-farm machinery parts and repair
	-craft store
	-bookstore
	-medical services
	-appliance repair shop
	-fabric store
	-furniture/appliance store
	-children's clothing store
	-men's clothing store
	-clothing for teens
	-restaurants (more competition)
	-bulk food store
	-bakery
	-more stores allowing coupons
	-handicapped parking
	-new industry
	-more jobs
	-larger library
	-machine shop
	-toy store
	-pet grooming
	-orthodontist
	-harness shop
	-light fixture store

[1] All items listed here are mentioned by less than 2%.

SOURCE: Town of Westlock Economic Development Committee, Westlock Market Survey - 1988.

APPENDIX 3

WESTLOCK MARKET SURVEY - 1988

QUESTIONNAIRE

PHONE NUMBER _____ LOCATION CODE _____

INTERVIEWER _____ DATE _____

DO NOT WRITE
IN THIS AREA

Hello, my name is (_____) and I am calling on behalf of the Town of Westlock. Is this (phone number)? We are conducting a survey of households in the Westlock trading area to determine where and when various consumer goods and services are purchased. I would appreciate your help in completing this survey. It should take 10-15 minutes of your time.

1. One reason for conducting this survey is to find out where people go for various services. For the following service, could you please tell me which city, town, or village you and others in your household most often go for: (if respondent indicates more than one location, write down each one).

   Banking _____

   Beauty Salons or Barbers _____

   Contractors (Plumbing, Electrical,...) _____

   Insurance _____

   Lawyer _____

   Post Office _____

   Doctor _____

   Dentist _____

   Entertainment (Movies, Theatre,...) _____

   Recreation (Swimming, Golf, Curling,...) _____

   Restaurants _____

   Library _____

   Veterinary Services _____

   Laundry and Dry Cleaning _____

   Vehicle Parts and Service _____

2. For the services your household purchases outside of Westlock, what are the reasons for obtaining them elsewhere?

   _____

   _____

DO NOT WRITE
IN THIS AREA

3. We would also like to know where your household purchases various goods. For the following goods, could you please tell me which city, town, or village you and others in your household most often purchase:

Groceries (under $50) _____

Groceries (over $50) _____

Drugs, Toiletries, Cosmetics _____

Children's Clothing _____

Women's Clothing _____

Men's Clothing _____

Shoes _____

Hardware _____

Lumber _____

4. For the goods you indicated your household purchases outside Westlock, what are the reasons for obtaining them elsewhere?

_____

_____

5. We are also interested in where you and other members of your household go for major purchases. Here we mean goods which cost $200 or more. For the following items, could you please tell me which city, town, or village members of your household would visit to purchase:

Furniture _____

Major Appliances _____

Vehicles _____

6. Another area we are interested in is farm purchases. Do you or any member of your household own or work on a farm?

Yes _____

No _____ (If no, skip to Question 8.)

DO NOT WRITE

IN THIS AREA

7. Which city, town, or village do members of your household go for:

Farm Machinery _____

Machinery Parts and Service _____

Fertilizers _____

Feed and Seed _____

Grain Elevators _____

Livestock Market _____

The next few questions will tell us how often your household visits various locations for shopping or other reasons.

8. In a typical month, how many trips do members of your household make to Edmonton for:

Shopping _____

Other (please indicate the reason and number of visits for that purpose in a typical month)

Reason	No. of Visits
_____	_____
_____	_____

9. What day or days of the week do you and members of your household usually visit Edmonton for shopping? (Check all days named.)

Monday _____ Friday _____

Tuesday _____ Saturday _____

Wednesday _____ Sunday _____

Thursday _____

10. What time of day do you and your household members usually visit Edmonton?

Morning _____

Afternoon (12:00-5:00 p.m.) ____

Evening (after 5:00 p.m.) _____

DO NOT WRITE

IN THIS AREA

11. Do any visits to Edmonton by members of your household involve an overnight stay?

Yes _____ Approximately how many trips in a year would include an overnight stay? _____

No _____

Ask only if phone number does not begin with 349, otherwise go to Question 13.

12. In a typical month, how many trips are made by members of your household to Westlock for:

Shopping _____

Other (please indicate the reason and number of visits for that purpose in a typical month)

Reason	No. of Visits
_____	_____
_____	_____

13. In a typical month, do members of your household regularly visit centres other than Westlock or Edmonton to shop?

Yes _____

No _____

Centre	How Often
_____	_____
_____	_____

DO NOT WRITE
IN THIS AREA

14. We are also interested in how members of your household make shopping comparisons. Could you please tell me which of the following media members of your household use most often for shopping comparisons?

Newspaper _____ which paper(s)? _____

Radio _____ which station(s)? _____

Television _____

Flyers _____

Catalogues _____

Yellow Pages _____

15. What one particular good or service would you say is needed most in the Town of Westlock?

_____

_____

The remaining questions deal with characteristics of your household. They will be used to compare shopping patterns of different households. Remember that all answers are confidential.

16. How many members of your household are:

under 10 years of age _____

between 10 and 18 years _____

between 19 and 30 years _____

between 31 and 65 years _____

over 65 years of age _____

17. How many members of your household, including yourself, are employed full-time? (30 hours or more per week) _____

Where are their jobs located? (geographic location)

1. _____

2. _____

3. _____

DO NOT WRITE
IN THIS AREA

18. Would you say that your total household income before deductions is:

less than $10,000 _____

between $10,000 and $20,000 _____

between $20,000 and $30,000 _____

between $30,000 and $50,000 _____

between $50,000 and $60,000 _____

greater than $60,000 _____

refused _____

THANK YOU VERY MUCH FOR YOUR TIME. YOUR ANSWERS WILL BE VERY HELPFUL TO US.

INTERVIEWER COMMENTS

_____

_____

_____